

GGN - Geopark Annual Report 2023

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Taining UNESCO Global Geopark, China, Asia Pacific Geoparks Network

Year of inscription / Year of the last revalidation: 2005 / 2023



Online signing ceremony between Taining UGGp and Sobrarbe-Pirineos UGGp

2. GEOPARK FIGURES

Number of Geopark staffs: 1053 staffs including 8 geoscientists (5 external experts)

Number of visitors: expected to be 1506,300+ (200,000+geotourists)

Number of Geopark events: 40+

Held by cooperative organizations: the Academic Annual Meeting of the Union of National Tourism Management and Service Education Major Construction, and other more than 30 culture and tourism events such as the Zhuangyuan Cultural Festival, Zhuangyuan Parade in Taining, "Taining Danxia" National Photography Contest, 2023 Taining Golden Lake Marathon, AutoCross Racing, Youth Badminton Tournament, Youth Fencing Championship, Song Dynasty-Themed Fair, People's Stage Singing Contest, etc.

Held by management body: organized a series of activities in the 2023 China Danxia (Taining) Cultural and Tourism Festival, carried out theme activities on the 7th Cultural and Natural Heritage Day, in the Wildlife Conservation Public Awareness Month, and on the Science Popularization Day, launched joint exhibition with other geoparks, and conducted voluntary service on heritage

protection, etc.

Number of school classes realize Geopark educational programmes:

Newly compiled popular science books, including *Taining Global Geopark Study Travel Manual*, and *Walk Into the Geopark, Explore Natural Mysteries*; organized a series of science popularization and education activities for primary and secondary school students under the theme “Exploring the Danxia Landform and Studying the History of the Earth”.

- The number of the primary and secondary schools in Taining participated the Geopark Field Trip: 16 schools in total;
- The number of classes and students in Taining participated the Geopark Field Trip: 61 classes (students from grade four, five, seven and eight) and 13,900 people in total;
- The number of the primary and secondary schools outside Taining participated the Geopark Field Trip: 61 schools in total;
- The number of classes and students outside Taining participated the Geopark Field Trip: 402 classes (students from grade four, five, seven and eight) and 43,600 people in total.

Number of Geopark press release:

- 200+ pieces of news (WeChat updates 3 times /week, Website updates semimonthly);
- 40,000+ leaflets for marketing;
- The national media reported Taining 100 times (articles), with twenty million readings.

3. GEOPARK ACTIVITIES

Major achievements in 2023

- Went through the revalidation.
- Held the 12th Cross-Strait Television Art Festival and China Danxia (Taining) Culture and Tourism Festival.
- Compiled and implemented the Taining Global Geopark Management Planning.
- Listed among the first batch of Provincial Natural Education Bases in Fujian Province

Contribution towards GGN - Networking and participation

- Paid GGN annual fee on time.
- Attended the 10th International Conference on UNESCO Global Geoparks, submitted an abstract and gave an oral presentation entitled “Research on the Creation and Demonstration of Low-Carbon Scenic Area”.
- Participated in four online Geopark meetings.
- Attended 2023 Annual Conference of the UNESCO Global Geoparks in China and gave a thematic presentation.
- Established sister geopark relationships with Sobrarbe-Pirineos UGGp and Longyan Geopark.
- Made exchange visits to Ningde and Longyan geopark.

- Submitted the video *The Initial Dream* to participate in the second Global Geoparks Network Film Festival.

Management and Financial Status

- Taining Global Geopark has a relatively steady development of tourism economy and stable financial status in 2023, with a basic budget balance. According to the principle of “revenue-based expenditure with a slight surplus”, the Geopark Administrative Committee ensures effective investment in the Geopark’s infrastructure maintenance, geoheritage protection and preservation, scientific research, cooperation and exchange, the publicity and promotion in accordance with the Geopark Planning and Working Plan.

Geoconservation

The geological heritage is under well protection.

- Strictly followed the Taining Global Geopark Overall Plan and Taining Global Geopark Management Planning to protect geoheritage.
- Invested more than 10 million yuan to compile the Taining Global Geopark Management Planning, establish the geoheritage database, implement the geohazard monitoring project, construct a new energy electric ship, and other geological heritage protection and ecological environment restoration projects.
- Improved the information management in geopark protection and monitoring.
- Made it a regular practice to conduct joint inspections with Ecology and Environment Bureau, Forestry Bureau, Natural Resources Bureau, etc.

Sustainable tourism (Geotourism)

- In 2023, the Geopark received about 1,506,300 visits and recorded 72.44 million yuan in ticket proceeds, up 93.21% and 160% respectively from a year earlier. The Geopark has launched six incentive policies for travel agencies and homestays, and continued to support the development of the study travel industry, forest health industry, and film and TV industry, etc., which contribute to the stable recovery of tourism.

New education programmes on geoconservation, sustainable development and disaster risk reduction

- Updated the explanatory panels at the Golden Lake, Shangqing Stream, Zhaixia Grand Canyon, Geopark Museum, and Changxing Tourist Center.
- Printed 50,000 copies of popular science promotional materials, such as *Walk Into the Geopark, Explore Natural Mysteries*.
- Completed the construction of the study travel multimedia classroom in Zhaixia Grand Canyon, and established the geoheritage database.
- Carried out ten training courses for 500 tour guides and study travel tutors in the geopark.
- Set up 16 popular science education exhibitions in primary and secondary schools.

Strategic partnership

- Established sister geopark relationships with Sobrarbe-Pirineos UGGp and Longyan Geopark;
- Cooperated with Fujian Institute of Geological Survey to carry out the project of geological disaster prevention and control; cooperated with Sanming University to carry out the research project of Danxia Landform and determined the research direction of the Geopark's Doctoral Workstation.

Promotional activities

- Advertising campaigns: the Geopark makes full use of the website, WeChat official account, Tik Tok, and other Internet channels to promote the latest information of the Geopark; placed ads on Nanchangxi-Shanghai Hongqiao, Xiamenbei-Beijing Fengtai, Taining-Shenzhenbei bullet trains, and placed ads on the bodies of 16 buses in Xiamen and Quanzhou; organized the "Hundred Special Trains to Taining" activity, which attracted more than 100,000 tourists to visit Taining.
- Promotion events: held 31 promotional events in major cities, such as Beijing and Shanghai.
- Dispatched officials to key markets: selected eight marketing elites to East China (Shanghai), North China (Beijing), Central China (Wuhan) and South China (Guangdong) to carry out in-depth market research and marketing campaigns, and promoted the opening of the special train from Shanghai to Taining Global Geopark.

4. CONTACTS

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